

WXIX

ORDER

Flight Dates 10/22/12-10/28/12

Contract / Revision 838520 /

Original Date / Revision
10/19/12 10/19/12

Advertiser National Federation of Indep

Agency Target Enterprises

Buying Contact

15260 Venture Blvd.
#1240
Sherman Oaks, CA 91403Primary Account Executive
Mary McCue

Account Executive	Order%	Start Date	End Date
Mary McCue	100%		

Product

428/NFIB

Agency Com 15%

Billing Contact

15260 Ventura Blvd
Suite 1240
Sherman Oaks, CA 91403

Sales Office T-LA

Sales Region National

Agency Ref

Order Sep 00:00:00

Estimate # 428

Alt Order # 06385407

Billing Type Cash

Order Type General

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes Agency Political Pol-Issue

Product Codes PL20

Priority P 1

Advertiser Ref

Order Share % Market Value

Competing Station	% of Order	Amount
EXIX	%	
WBQC	%	
WCET	%	
WCPO	%	
WCVN	%	
WKON	%	
WKRC	%	
WLWT	%	
WPTO	%	
WSTR	%	

Order Totals**Billing Plan**

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	32	\$40,336.75	\$47,455.00	130.80	10/01/12	10/28/12	32	\$40,336.75	\$47,455.00
Totals	32	\$40,336.75	\$47,455.00	130.80					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
E 1	WXIX	10/22/12	10/28/12	News @ 7a News @ 7am	Comm	7a-9a	MTWTF--	:30	4	\$600.00	P 1	2.40	NM	4	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/22/12	10/28/12	MTWTF--		4		\$600.00		2.40					
E 2	WXIX	10/22/12	10/28/12	News @ 9a NEWS @ 9A	Comm	9-10A	MTWTF--	:30	4	\$375.00	P 3	2.40	NM	4	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/22/12	10/28/12	MTWTF--		4		\$375.00		2.40					
3	WXIX	10/22/12	10/28/12	MILLIONAIRE 1P MILLIONAIRE 1P	Comm	1-2P	MTWTF--	:30	3	\$125.00	P 3	1.00	NM	3	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/22/12	10/28/12	MTWTF--		3		\$125.00		1.00					



Contract / Revision **838520** Flight Dates **10/22/12-10/28/12**

Hiatus Dates

Original Date / Revision 10/19/12/ 10/19/12

Order Sep 00:00:00

Advertiser **National Federation of Inde** Product **428/NFIB**

Estimate # **428**

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
4	WXIX	10/22/12	10/28/12	Wheel Of Fortune 7P Wheel Of Fortune	Comm	7-730P	MTWTF--	:30	4	\$1,495.00	P 3	8.40	NM	4	\$5,980.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	MTWTF--			4		\$1,495.00		8.40				
5	WXIX	10/22/12	10/28/12	Jeopardy 730P JEOPARDY	Comm	730-8P	MT--F--	:30	3	\$1,800.00	P 1	8.00	NM	3	\$5,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	MT--F--			3		\$1,800.00		8.00				
6	WXIX	10/22/12	10/28/12	Late News M-F Late News M-F	Comm	10-11P	MTWTF--	:30	5	\$1,200.00	P 3	4.60	NM	5	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	MTWTF--			5		\$1,200.00		4.60				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
3	WXIX	10/22/12-10/28/12		LATE RUN M-SU		VARIOUS	MTWThFSaSu	:30		\$1,200.00		0.00	NM		
4	WXIX	10/22/12-10/28/12		LATE RUN M-SU		VARIOUS	MTWThFSaSu	:30		\$1,200.00		0.00	NM		
E 7	WXIX	10/22/12	10/28/12	World Series on Fox World Series	Comm	Various	--WT---	:30	6	\$4,000.00	P 3	6.20	NM	6	\$24,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	--WT---			6		\$4,000.00		6.20				
E 8	WXIX	10/22/12	10/28/12	News @ 6a News @ 6am	Comm	6a-7a	MTWTF--	:30	3	\$600.00	P 1	0.00	NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	MTWTF--			3		\$600.00		0.00				
Totals														32	\$47,455.00